

EXAMINER'S AMENDMENT & REASONS FOR ALLOWANCE

I. EXAMINER'S AMENDMENT:

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the Issue Fee.

Authorization for this examiner's amendment was given in a telephone interview with David S. Thompson (Reg. No. 37, 954) on 06/27/2008.

The application has been amended as follows:

In the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A processor-readable medium comprising processor-executable instructions for processing a PDF (portable document format) document to produce a PPML (personalized print markup language) template, the processor-executable instructions comprising instructions for:
 - opening the PDF document;
 - converting a PDF element within the PDF document into a variable object, wherein converting the PDF element within the PDF document into the variable object comprises further instructions for:
 - providing a tool for operation by a user; and
 - responding to operations of the tool which result in a selection of a portion of the PDF document to be associated with the variable object,
 - wherein responding to operation of the tool comprises further instructions for:
 - providing the user with a first set of properties for graphical objects and a second set of properties for text objects;
 - allowing the user to adjust the properties; and
 - governing conversion of the PDF element within the PDF document into the variable object according to the properties;
 - selecting a macro containing rules governing operation of the variable object; and
 - configuring the PPML template to include a definition of the variable object, the macro and a version of the PDF document, wherein the version of

the PDF document is configured as a background element within the PPML
~~template~~ template;

saving the PPML template as an optimized tree-structure; and
using a PPML to PDF converter to produce an optimized PDF document
from the PPML template wherein subsequent instances of a PDF object will be
substituted with references to an initial instance of the PDF object .

2. (Cancelled)

3. (Currently Amended) [[A]] The processor-readable medium as recited in
claim [[2]] 1, wherein the selection of the portion of the PDF document comprises
further instructions for:

selecting a graphical image within the PDF document.

4. (Currently Amended) [[A]] The processor-readable medium as recited in
claim [[2]] 1, wherein the selection of the portion of the PDF document comprises
further instructions for:

selecting text within the PDF document.

5. (Cancelled)

6. (Currently Amended) [[A]] The processor-readable medium as recited in claim 1, wherein selecting the macro comprises further instructions for:

configuring the macro as an XML (Extensible Markup Language) file containing macros described by an XSL (Extensible Style Language) schema.

7. (Currently Amended) [[A]] The processor-readable medium as recited in claim 1, wherein selecting the macro comprises further instructions for:

configuring an external XSLT (Extensible Markup Language Template) macro file to contain the rules governing the operation of the variable object.

8. (Currently Amended) [[A]] The processor-readable medium as recited in claim 1, wherein selecting a macro comprises further instructions for configuring the macro file to:

regulate text scaling within the variable object;
regulate text wrapping within the variable object;
regulate image scaling within the variable object; or
regulate image cropping within the variable object.

9. (Currently Amended) [[A]] The processor-readable medium as recited in claim 1, comprising further instructions for:

modifying the PDF document to include marking elements to link the variable object with the macro.

10. (Currently Amended) [[A]] The processor-readable medium as recited in claim 1, comprising further instructions for:

referencing the PDF document as a background PPML asset from within the PPML template;

listing, within the PPML template, fonts required within the PPML template;

configuring the PPML template to include at least one macro; and

defining the variable object as REUSABLE within the PPML template to allow reuse of the variable object when references indicating such use appear.

11. (Cancelled)

12. (Currently Amended) [[A]] The processor-readable medium as recited in claim 1, comprising further instructions for:

presenting a user with a choice between .pplm and .ppmlt as an extension for addition to a file name; and

saving a PPML document resulting from the PDF document under the file name with the extension.

13 - 24. (Cancelled)

25. (Currently Amended) A computer system, comprising:

a processor;

a memory connected to the processor;

means for opening a PDF (portable document format) document;

means for converting a PDF ~~object~~ element within the PDF document into a variable object, wherein the means for converting the PDF element within the PDF document into the variable object comprises:

a variable object creation tool configured for operation by a user, wherein operation of the variable object creation tool allows the user to select the PDF element, wherein the variable object creation tool comprises:

a graphical user interface to provide the user with a first set of properties for graphical objects and a second set of properties for text objects;

wherein the graphical user interface allows the user to adjust the properties; and

wherein the graphical user interface governs conversion of the PDF element within the PDF document into the variable object according to the properties;

means for generating a macro to contain rules governing use of the variable object; ~~and~~

means for configuring a PPML (personalized print markup language) template to include the variable object, the macro and at least portions of the PDF document, wherein the at least portions of the PDF document is configured as a background within the PPML ~~template~~ template;

means for saving the PPML template as an optimized tree-structure; and

means for producing an optimized PDF document from the PPML document wherein subsequent instances of a PDF object will be substituted with references to an initial instance of the PDF object.

26. (Cancelled)

27. (Currently Amended) The system as recited in claim [[26]] 25, wherein the variable object creation tool is configured for selecting a graphical image within the PDF document.

28. (Currently Amended) The system as recited in claim [[26]] 25, wherein the variable object creation tool is configured for selecting text within the PDF document.

29. (Cancelled)

30. (Previously Presented) The system as recited in claim 25, wherein the means for generating the macro configures the macro as an XML (Extensible Markup Language) file containing macros described by an XSL (Extensible Style Language) schema.

31. (Previously Presented) The system as recited in claim 25, wherein the means for generating the macro configures an external XSLT (Extensible Style Language Template) macro file to contain the rules governing the use of the variable object.

32. (Original) The system as recited in claim 25, wherein the means for generating the macro to contain rules governing use of the variable object creates rules comprising:

- rules for regulating text scaling within the variable object;
- rules for regulating text wrapping within the variable object;
- rules for regulating image scaling within the variable object; and
- rules for regulating image cropping within the variable object.

33. (Original) The system as recited in claim 25, additionally comprising:
means for modifying the PDF document to include marking objects to link the variable object with the macro.

34. (Original) The system as recited in claim 25, further comprising:
- means for referencing the PDF document as a background PPML asset from within the PPML template;
 - means for listing, within the PPML template, fonts required within the PPML template;
 - means for configuring the template to include at least one macro file used by the template; and
 - means for defining the variable object as REUSABLE within the PPML document to allow reuse of the variable object when references indicating such use appear.

35 - 41. (Cancelled)

II. REASONS FOR ALLOWANCE:

Claims 1, 3, 4, 6-10, 12, 25, 27, 28, and 30-34 are allowed.

The following is an examiner's statement of reasons for allowance:

Interpreting the claims in light of the specification, Examiner finds the claimed invention is patentably distinct from the prior art of record, as argued by Applicant in the Response dated 03/06/2008.

The closest prior art, Kloosterman et al. (U.S. Pub. No.: 20030189726) teaches opening the PDF document (See ¶ 0039); selecting rules governing operation of the variable object (See ¶ ¶ 0033, 0039, 0109, and 0124); configuring the PPML template to include a definition of the variable object and a version of the PDF document, wherein the version of the PDF document is configured as a background element within the PPML template (See ¶ ¶ 0031, 0033, 0093, 0114, and 0132).

The prior art does not expressly teach alone or in combination all Applicant's claimed limitations. In particular, the features as recited in independent claims 1 and 25 *"converting a PDF element within the PDF document into a variable object, wherein converting the PDF element within the PDF document into the variable object comprises further instructions for: providing a tool for operation by a user; and responding to operations of the tool which result in a selection of a portion of the PDF document to be associated with the variable object, wherein responding to operation of the tool comprises further instructions for: providing the user with a first set of properties for graphical objects and a second set of properties for text objects; allowing the user to adjust the properties; and governing conversion of the PDF element within the PDF document into the variable object according to the properties; saving the PPML template as an optimized tree-*

structure; and using a PPML to PDF converter to produce an optimized PDF document from the PPML template wherein subsequent instances of a PDF object will be substituted with references to an initial instance of the PDF object.”

The Examiner asserts that the claims overcome the prior art of record when the limitations are read in combination with the respective claimed limitations in their entirety.

Dependent claims are allowed as they depend upon allowable independent claims.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the Issue Fee. Such submissions should be clearly labeled “Comments on Statement of Reasons for Allowance.”

ADDITIONAL REFERENCES

III. The Examiner as of general interest cites the following references:

- Kloosterman et al. U.S. Pat. No.: 6844940
- Glaspy et al. U.S. Pat. No.: 7391529

- Sano et al. U.S. PGPub. No.: 20050162692

Contact information

- IV. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Maikhanh Nguyen whose telephone number is (571) 272- 4093. The examiner can normally be reached on Monday - Friday from 9:00am – 30 pm. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Doug Hutton can be reached at (571) 272-4137.

The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service

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